

**For Immediate Release
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**ELDERCARE LOCATOR AND THE NATIONAL
ALLIANCE FOR CAREGIVING LAUNCH A
MOTHER'S DAY CAMPAIGN TO HONOR
"MOMS IN THE MIDDLE"**

**-- Campaign to Recognize Mothers who Care for an Older Adult
While Raising Children and to Educate Them About Services
That Can Help Them Manage This Dual Family Role;
One Lucky Mom to Receive \$500 for a Day of Relaxation --**

WASHINGTON, DC -- The Eldercare Locator, a nationwide public service of the U.S. Administration on Aging, and the National Alliance for Caregiving (NAC), a non-profit coalition that supports family caregivers and the professionals who serve them, announced today the launch of a campaign to raise awareness for "Moms in the Middle". In celebration of Older American's Month and Mother's Day in May, the "Moms in the Middle" initiative will publicly honor the millions of mothers around the country who care for an older adult while also raising children. The campaign, which launches today and wraps up on May 3 just before Mother's Day weekend, also will raise awareness about the community-base services that are available through State and Area Agencies on Aging to help "Moms in the Middle".

"The number of "Moms in the Middle" is increasing every year, and in many cases these women not only play the role of moms and caregivers, but they are also employed," said Josefina G. Carbonell, Assistant Secretary for Aging at the U.S. Department of Health and Human Services. "Through this campaign, we want to educate these moms and their families about the local services that are available to help them juggle the many responsibilities they have, and let them know how important they are in supporting long-term living for their older loved one."

According to a recent study titled, "In the Middle", more than 4 out of 10 Americans between the ages of 45 and 55 are caring for a child and an older adult. Forty-four percent of these "Sandwich Generation" members have children under age 21 as well as living parents, in-laws, or both. The Eldercare Locator and NAC campaign specifically targets ten states identified through research as being "Moms in the Middle" Hot Zones, in terms of having the highest population of age 65+ adults throughout the country. The Hot Zones include California, Florida, New York, Texas, Pennsylvania, Ohio, Illinois, Michigan, New Jersey, and North Carolina.

(more)

“Mom in the Middle”/2

The “Moms in the Middle” campaign offers families throughout the country an opportunity to publicly honor their mom by submitting a 300-400-word description highlighting the admirable work she does each day caring for an older adult and for her children, in addition to managing her other responsibilities. Descriptions must be submitted by May 3 to the Eldercare Locator by e-mail at **mom-middle@n4a.org**, fax at 202-872-0057, or by mail to “Moms in the Middle”, 1730 Rhode Island Avenue, NW, Suite 1200, Washington, DC 20036. One mom will be randomly selected from among the entries to receive a Mother’s Day gift of \$500 to use for a day of respite and relaxation.

“This Mother’s Day, the Eldercare Locator and the National Alliance for Caregiving encourage families to honor their Mom by joining the ‘Mom’s in the Middle’ campaign,” said Sandy Markwood, CEO of the National Association of Area Agencies on Aging, which administers the Eldercare Locator service. “This is an opportunity for dads, sons, and daughters to honor Mom and to let her know that what she does every day does not go unnoticed. We know there are millions of inspiring stories out there about Moms in the Middle and we want to take this opportunity to recognize them. What better Mother’s Day gift is there than to show appreciation for the dedication and love that Moms give to their family day in and day out?”

In addition to the public recognition aspect of the campaign, the Eldercare Locator and NAC have released a set of tips (see attached) to help “Moms in the Middle” manage their dual roles, including a list of helpful services that are available to assist them with their daily caregiving activities. The Eldercare Locator (1-800-677-1116, www.eldercare.gov) is the first step to get families connected to local programs that can help “Moms in the Middle,” including adult day care, financial assistance, home health services, home modification, personal care, and respite care.

“We want Moms in the Middle to learn about and use the many resources that are available to help make their lives a bit easier when juggling caregiving along with their other responsibilities,” said Gail Hunt, Executive Director of the National Alliance for Caregiving. “We want them to take care of themselves by taking advantage of caregiver support groups, the range of aging-related community services, as well as the flexible work benefits offered by some employers.”

The Eldercare Locator, a public service of the Administration on Aging, is administered by the National Association of Area Agencies on Aging (n4a) and the National Association of State Units on Aging (NASUA). The National Alliance for Caregiving (NAC) is a national resource on caregiving and offers a wealth of information at www.caregiving.org.

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Note: The “In the Middle Report” is research by AARP done in 2001.

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TIPS TO HELP "MOMS IN THE MIDDLE" MANAGE....

- Celebrate yourself. Realize just how important you are. Taking good care of yourself first puts you in a better position to take care of others.
- Ask for help when you need it. Involving others to help you get the things done can make tasks less challenging and time consuming.
- Learn about and use community resources. Contacting the Eldercare Locator (1-800-677-1116 or www.eldercare.gov) will help you identify programs that can offer a break for you while providing the necessary support for your older loved one.
- Take advantage of employer family-friendly programs. Understanding employer policies on personal leave, flex-time and working from home, will provide additional options to handle caregiving duties.
- Manage your time. Making a list of things that you need to do for your elder, your child, and/or yourself will help you prioritize activities and gain control of your time.

(4/2005)

Eldercare Locator

A Way to Find Community
Assistance for Seniors

1730 Rhode Island Avenue, NW, Suite 1200, Washington, DC 20036 www.eldercare.gov



Contact the Eldercare Locator at 1-800-677-1116 or www.eldercare.gov to access these

Home and Community-Based Services

That can assist

“MOMS IN THE MIDDLE”

Adult Day Care - Social, recreation and health services are provided in a protective setting for individuals who cannot be left alone due to health care and social needs, confusion or disability.

Caregiver Programs – Programs and services for caregivers of older adults and limited services to grandparents raising grandchildren.

Case Management - Case managers work with family members to assess the needs of seniors and arrange for services to assist them to remain independent.

Emergency Response Systems - In-home 24-hour electronic alarm systems enable homebound persons to summon emergency help.

Financial Assistance - Benefit programs include energy assistance, financial management counseling, food stamps, prescription drug assistance and Social Security.

Home Health Services - Assistance includes such activities as changing wound dressings, checking vital signs, cleaning catheters and providing tube feedings.

Home Modification – Renovations provided to the living environment to increase ease of use, safety, security and independence.

Information and Referral/Assistance Information Services (I&R/A) - Specialists provide assistance and linkage to available services and resources.

Legal Assistance - Advice and representation is available to persons aged 60+ for certain legal matters including government program benefits, tenant rights, and consumer problems.

Personal Care - Services assist functionally-impaired individuals with bathing, dressing, walking, eating, supervision, emotional security, and housekeeping.

Respite Care - Service offers caregivers a break from constant supervision and personal care of a person with a functional impairment.

Senior Center Programs - A variety of recreational and educational programs, seminars, events and activities are offered for older adults.

Transportation - Services are available for older or disabled individuals who do not have private transportation, or who are unable to utilize public transportation to meet their needs.

